



## **U.S. Commercial Service Healthcare Trade Mission at EXPOSANITÀ 2006**

**May 25-27, 2006 ♦ Bologna, Italy**

Exposanità has developed into a major pan-European medical trade show since its inception in 1982, covering multiple sectors in the healthcare industry. Held every two years at the Fair Centre in Bologna, Italy, Exposanità draws visitors and exhibitors from around the world.

Through an exclusive arrangement between Exposanità's organizers and our U.S. Commercial Service in Milan, Italy, we are able to offer this special package to U.S. firms participating in the U.S. Commercial Service Healthcare Trade Mission to Greece, Croatia and Italy, May 22-27, 2006: Your own exhibit space at Exposanità *plus* pre-screened appointments at the show, as well as in Greece and Croatia – all for a cost of only \$4,400. You could pay this much just to exhibit at a show of this caliber.

Customized services for U.S. mission participants:

- ♦ One-on-one appointments with pre-screened business contacts
- ♦ Interpreter service
- ♦ Hotel/airport transfers
- ♦ Sector-focused market briefings in all three countries
- ♦ Networking receptions in Greece and Croatia
- ♦ Embassy hotel rates

Your high-profile presence at Exposanità includes:

- ♦ Individual turn-key booth – with everything you need to exhibit
- ♦ One-on-one appointments in your booth with pre-screened contacts
- ♦ Opportunity for more contacts from the trade show traffic
- ♦ Interpreter service
- ♦ Expert assistance from U.S. Commercial Service staff
- ♦ Transportation from Milan's international airport to the fairgrounds in Bologna

Exposanità attracted over 27,000 visitors and close to 1,000 exhibitors from around the world in 2004, marking a steady increase in participation over its successful 12-year run. In addition to general medical products, Exposanità highlights eight fast-growing healthcare sectors:

- ♦ Orthopedics
- ♦ Emergency medicine
- ♦ IT-healthcare
- ♦ Research technology
- ♦ Geriatric medicine
- ♦ Healthcare delivery and services
- ♦ Veterinary medicine
- ♦ Dental products and technology

For more information on Exposanità, please visit the website at [www.senaf.it](http://www.senaf.it)  
or contact Bill Kutson ♦ Tel: 202.482.2839 ♦ [William.Kutson@mail.doc.gov](mailto:William.Kutson@mail.doc.gov)





# Healthcare Trade Mission

Greece ● Croatia ● Italy

May 22-27, 2006

## ***Grow Your Exports to Europe at a Price That Can't be Beat!***

Join the U.S. Department of Commerce's Healthcare Trade Mission to Athens, Greece; Zagreb, Croatia; and Bologna, Italy, May 22-27, 2006 and meet with pre-qualified buyers through customized one-on-one appointments, and exhibiting in Exposanita, Europe's second largest medical trade show.

Consumers in all three of these import-dominated markets have a strong affinity for U.S. medical products. Moreover, U.S. medical products receive duty-free treatment in all three markets. This trade mission will target a broad range of healthcare products and services, including products in the IT-healthcare sector, a burgeoning area in all three markets.

## ***This trade event provides tremendous opportunities and value for U.S. participants including:***

- Customized one-on-one appointments with potential business partners for each participant in each country.
- A turn-key booth for each participant at the Exposanita trade fair in Bologna, Italy where U.S. exhibitors will conduct their customized appointments and meet with the trade fair visitors.
- Interpreters.
- Hotel/airport transfers.
- Transportation from Bologna's international airport to the fair grounds - at no additional charge.
- A market briefing highlighting opportunities in the healthcare sector in all three countries.
- Hospitality events in Greece and Croatia to introduce participants to key business and industry officials.
- Reduced embassy hotel rates.

## **HIGHLIGHTS:**

### **May 21**

Arrive in Athens

### **May 22**

Market Briefing  
Business appointments  
Evening Reception

### **May 23**

Business appointments  
Travel to Zagreb

### **May 24**

Market Briefing  
Business appointments  
Evening Reception

### **May 25**

Travel to Milan  
Transfer to Bologna  
Market Briefing  
Trade Fair and Business appointments

### **May 26**

Trade Fair and Business Appointments

### **May 27**

Trade Fair and Business appointments

## **PARTICIPATION:**

**\$4,400 per company**

Fee does not include airfare or lodging.

**For more information or to sign up for this event, please call or complete and fax this page to:**  
**Bill Kutson, Project Manager; FAX 202-482-0178; Tel: 202-482-2839; e-mail: [william.kutson@mail.doc.gov](mailto:william.kutson@mail.doc.gov)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

☐ **I'm interested! Please contact me with more information about the mission.**

☐ **Contact me about other healthcare missions:** \_\_\_China \_\_\_Chile/Brazil

Other markets of interest: \_\_\_\_\_

**Your privacy is important to us!** We make every effort to minimize unwanted communication from our worldwide offices. If you do not wish to receive future announcements, please notify us at [william.kutson@mail.doc.gov](mailto:william.kutson@mail.doc.gov)